PATENT APPLICATION

| ATTORNEY DOCKET N | O.MSFT120206 | DECLARATI | ON AND POWER OF ATTO | MS DOCKET NO.3 | 003314.01 | |
|---|--|---|---|--|-------------------------------|--|
| As a below named inven | | are that: | | | | |
| My residence, post office | | | as stated below next to | ıy name; | | |
| believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if olural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT. | | | | | | |
| he specification of which is filed herewith, unless the following box is checked: was filed on as US Application Number or PCT International Application Number and was amended on (if applicable). | | | | | | |
| I hereby state that I have amended by any amend patentability as defined i Foreign Application(s) and/or | reviewed and ument(s) referred in 37 CFR 1.56. Claim of Foreign Properties under 35 Umenefits under 35 Umene | nderstand to above. iority S.C. 119(a)-(d) | he contents of the above- I acknowledge the duty or (f), or 365(b) of any foreign | dentified specification, including to disclose all information which | the claims, as is material to | |
| of any PCT international appli | cation which design: | ited at least on | e country other than the Unite | States of America, listed below, and I hat ation having a filing date before that of t | ive also identihed | |
| COUNTRY | APPLICATION NUMBER | | DATE FILED | PRIORITY CLAIMED UNDER 35 T | J.S.C. 119 | |
| | | | | YES: NO: | | |
| POWER OF ATTORNEY: As a named inventor, I hereby transact all business in the Pate | | | | ith Customer No. 26389 to prosecute thi | s application and | |
| David Bartley Eppenauer, R | eg. No. 35499 | Martin L. Shively, Reg. No. 33553 | | Ronald O. Zink, Reg. No. 3574 | 1 | |
| Patricia E. Bornes, Reg. No. : | 37038 | Stacy Quan, Reg. No. 33760 | | Jeffrey L. Ranck, Reg. No. 3859 | 0 | |
| Michael W. Bocianowski, Re | eg. No. 28692 | John Weresh, Reg. No. 32322 | | Lee E. Johnson, Reg. No. 22,946 | ; | |
| Gary S. Kindness, Reg. No. | 22,178 | James W. Anable, Reg. No. 26,827 | | James R. Uhlir, Reg. No. 25,096 | 1 | |
| Jerald E. Nagae, Reg. No. 29, | ,418 | Dennis K. Shelton, Reg. No. 26,997 | | Jeffrey M. Sakoi, Reg. No. 32,0 | 59 | |
| Ward Brown, Reg. No. 28,40 | | Robert J. Carlson, Reg. No. 35,472 | | Rodney C. Tullett, Reg. No. 34, | .034 | |
| Daiva K. Tautvydas, Reg. No | | Maria L. C. Anderson, Reg. No. 40,574 | | George E. Renzoni, Ph.D., Reg | . No. 37,919 | |
| Philip P. Mann, Reg. No. 30, | ,960 | George S. Farber, Reg. No. 41,497 | | Kevan L. Morgan, Reg. No. 42, | 015 | |
| John D. Denkenberger, Reg. No. 44,060 | | Melanie J. Seelig, Reg. No. 44,328 | | | | |
| Send Correspondence to: Direct Telephone Calls to: | | | | | | |
| Customer No. 26389 Contact Name - Scott Y. Shigets Firm Name - Christensen O'Connor Johnson Kindness PLLC Firm Address - 1420 Fifth Avenue, Suite 2800 City, State, and Zip - Seattle, WA 98101-2347 | | | | Contact Name - Scott Y. Shigeta Contact Phone No 206.695.1722 | | |

AGREEMENT

| WHEREAS, ASSIGNOR(S) (listed above) are inventor(s) of an inventor endued |
|---|
| "SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT," as described and |
| claimed in the specification forming part of an application for United States letters paten |
| executed by Nicholas Simons on $\frac{9/2/03}{}$ Matthew Charles Gauthier or |
| 9/2/03; Alberto Swett on $9/2/03$; Mital |
| Mudhumita Pattnaik on; Christopher Todd Seitzinger or |
| Andrew Kwatinetz on 9/2/03 and |
| Glenn L. Frankel on |

WHEREAS, Microsoft Corporation (hereinafter referred to as ASSIGNEE), a corporation of the State of Washington having a place of business at One Microsoft Way, Redmond, Washington 98052, is desirous of acquiring the entire right, title and interest in and to the invention and in and to any letters patent that may be granted therefor in the United States and in any and all foreign countries;

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR(S) hereby sell, assign and transfer unto ASSIGNEE, the entire right, title and interest in and to said invention, said application and any and all letters patent which may be granted for said invention in the United States of America and its territorial possessions and in any and all foreign countries, and in any and all divisions, reissues and continuations thereof, including the right to file foreign applications directly in the name of ASSIGNEE and to claim priority rights deriving from said United States application to which said foreign applications are entitled by virtue of international convention, treaty or otherwise, said invention, application and all letters patent on said invention to be held and enjoyed by ASSIGNEE and its successors and assigns for their use and benefit and of their successors and assigns as fully and entirely as the same would have been held and enjoyed by ASSIGNOR(S) had this assignment, transfer and sale not been made. ASSIGNOR(S) hereby authorize and

request the Commissioner of Patents and Trademarks to issue all letters patent on said invention to ASSIGNEE. ASSIGNOR(S) agree to execute all instruments and documents required for the making and prosecution of applications for United States and foreign letters patent on said invention, for litigation regarding said letters patent, or for the purpose of protecting title to said invention or letters patent therefor.

| 9/2/DJ Date | Nicholas Simons |
|----------------|-----------------------------|
| 9/2/03 Date | Matthew Charles Gauthier |
| 9/2/03 Date | Alberto Swett |
| Date | Mitali Mudhumita Pattnaik |
| Date | Christopher Todd Seitzinger |
| 9/2/03 Date | Andrew Kwatinetz |
| Date | Glenn L. Frankel |

SYS:mgp

PATENT APPLICATION DECLARATION AND POWER OF ATTORNEY TTORNEY DOCKET NO.MSFT120206 MS DOCKET NO.3003314.01 a below named inventor, I hereby declare that: y residence, post office address, and citizenship are as stated below next to my name; elieve I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if aral names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention titled: SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT. a specification of which is filed herewith, unless the following box is checked: was filed on _ _ as US Application Number _ or PCT International Application (if applicable). Number and was amended on nereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as nended by any amendment(s) referred to above. I acknowledge the duty to disclose all information which is material to itentability as defined in 37 CFR 1.56. reign Application(s) and/or Claim of Foreign Priority tereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified low any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on high priority is claimed: PRIORITY CLAIMED UNDER 35 U.S.C. 119 COUNTRY APPLICATION NUMBER DATE FILED YES NO: OWER OF ATTORNEY: s a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with Customer No. 26389 to prosecute this application and ansact all business in the Patent and Trademark Office connected therewith. Ronald O. Zink, Reg. No. 35744 David Bartley Eppenauer, Reg. No. 35499 Martin L. Shively, Reg. No. 33553 Jeffrey L. Ranck, Reg. No. 38590 Patricia E. Bornes, Reg. No. 37038 Stacy Quan, Reg. No. 33760 Lec E. Johnson, Reg. No. 22,946 John Weresh, Reg. No. 32322 Michael W. Bocianowski, Reg. No. 28692 James R. Uhlir, Reg. No. 25,096 James W. Anable, Reg. No. 26,827 Gary S. Kindness, Reg. No. 22,178 Dennis K. Shelton, Reg. No. 26,997 Jeffrey M. Sakoi, Reg. No. 32,059 Jerald E. Nagae, Reg. No. 29,418 Rodney C. Tullett, Reg. No. 34,034 Robert J. Carlson, Reg. No. 35,472 Ward Brown, Reg. No. 28,400 Maria L. C. Anderson, Reg. No. 40,574 George E. Renzoni, Ph.D., Reg. No. 37,919 Daiva K. Tautvydas, Reg. No. 36,077 Kevan L. Morgan, Reg. No. 42,015 George S. Farber, Reg. No. 41,497 Philip P. Mann, Reg. No. 30,960

Melanie J. Seelig, Reg. No. 44,328

Send Correspondence to:

Direct Telephone Calls to:

Customer No. 26389 Contact Name - Scott Y. Shigeta

John D. Denkenberger, Reg. No. 44,060

Firm Name - Christensen O'Connor Johnson Kindness PLLC

Firm Address - 1420 Fifth Avenue, Suite 2800

City, State, and Zip - Seattle, WA 98101-2347

Contact Name - Scott Y. Shigeta Contact Phone No. - 206.695.1722

by declare that all statements made herein of my own knowledge are true and that all statements made on information relief are believed to be true; and further that these statements were made with the knowledge that willful false nents and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United ; Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

| Jame of Inventor: Nicholas Simons | Citizenship: Canada |
|---|----------------------|
| lence: Redmond, Washington | |
| Office Address: 15006 N.E. 64th Street, Redmond, WA 98052 | |
| ntor's Signature | Date |
| Name of Inventor: Matthew Charles Gauthier | Citizenship: Canada |
| idence: Kirkland, Washington | |
| t Office Address: 12808 N.E. 100th Street, Kirkland, WA 98033 | |
| entor's Signature | Date |
| Il Name of Inventor: Alberto Swett | Citizenship: Ecuador |
| | |
| 15t Office Address: 10909 Avondale Road N.E., E-119, Redmond, WA 98052 | |
| ventor's Signature | Date |
| ull Name of Inventor: Mitali Madhumita Pattnaik lesidence: London, NW1 6BA, United Kingdom 'ost Office Address: 31 Clarence Gate Gardens, Glentworth Street | Citizenship: India |
| Inventor's Signature | Sep 8 2003 |
| Full Name of Inventor: Christopher Todd Seitzinger Residence: Duvall, Washington | Citizenship: U.S.A. |
| Post Office Address: 16030 - 277th Place N.E., Duvall, WA 98019 | |
| Page 2 of 3 | |

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| | Date |
|--|---------------------|
| ntor's Şignature | |
| | Citizenship: U.S.A. |
| Name of Inventor: Andrew Kwatinetz | Citizens |
| dence: Seattle, Washington | |
| : Office Address: 2110 East Hamlin Street, Seattle, WA 98112 | |
| | Date |
| entor's Signature | |
| | Citizenship: U.S.A. |
| I Name of Inventor: Glenn L. Frankel | |
| sidence: Seattle, Washington | |
| it Office Address: 3729 Bagley Avenue North, Seattle, WA 98103 | _ |
| · | Date |
| rentor's Signature | |

Simgp

PATENT APPLICATION

| ATTORNEY DOCKET N | O MSFT120206 | DECLARATI | ON AND POWER OF ATTO | RNEY | MS DOCKI | ET NO.3003314.01 |
|--|--|---------------------------------------|---------------------------|----------|------------------------|------------------------|
| | ATTORNEY DOCKET NO.MSFT120206 MS DOCKET NO.3003314.01 As a below named inventor, I hereby declare that: | | | | | |
| | • | | as stated below next to r | nv nam | ρ: | |
| I believe I am the origina plural names are listed | My residence, post office address, and citizenship are as stated below next to my name; I believe I am the original, first and sole inventor (if only one name is listed bel w) or an original, first and joint inventor (if polural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled: SYSTEM AND METHOD FOR PROCESSING FEATURED CONTENT. | | | | | |
| the specification of which was filed on Number | he specification of which is filed herewith, unless the following box is checked: □. was filed on as US Application Number or PCT International Application Number and was amended on (if applicable). | | | | | |
| I hereby state that I have amended by any amend patentability as defined i | reviewed and w ment(s) referred | nderstand t | he contents of the above- | identifi | ed specification, in | cluding the claims, as |
| I hereby claim foreign priority any PCT international application | Foreign Application(s) and/or Claim of Foreign Priority I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified below foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on a state of the second state of the application of the second state of the | | | | | |
| COUNTRY | APPLICATION I | NUMBER | DATE FILED | PR | IORITY CLAIMED UN | DER 35 U.S.C. 119 |
| | | | | | YES: | NO: |
| POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with Customer No. 26389 to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. | | | | | | |
| David Bartley Eppenauer, Reg. No. 35499 Martin L. Shively, Reg. No. 33553 Ronald O. Zink, Reg. No. 35744 | | | No. 35744 | | | |
| Patricia E. Bornes, Reg. No. 3 | | Stacy Quan, Reg. No. 33760 | | | Jeffrey L. Ranck, Reg. | No. 38590 |
| Michael W. Bocianowski, Re | | John Weresh, Reg. No. 32322 | | | Lee E. Johnson, Reg. N | io. 22,946 |
| Gary S. Kindness, Reg. No. 2 | | James W. Anable, Reg. No. 26,827 | | | James R. Uhlir, Reg. N | lo. 25,096 |
| Jerald E. Nagae, Reg. No. 29, | | Dennis K. Shelton, Reg. No. 26,997 | | | Jeffrey M. Sakoi, Reg. | No. 32,059 |
| 7 | | Robert J. Carlson, Reg. No. 35,472 | | | Rodney C. Tullett, Reg | z. No. 34,034 |
| Daiva K. Tautvydas, Reg. No | | Maria L. C. Anderson, Reg. No. 40,574 | | | George E. Renzoni, Ph | |
| Philip P. Mann, Reg. No. 30, | | George S. Farber, Reg. No. 41,497 | | | Kevan L. Morgan, Reg | |
| John D. Denkenberger, Reg. No. 44,060 | | Melanie J. Seelig, Reg. No. 44,328 | | | | |
| Send Correspondence to: Direct Telephone Calls to: | | | | | | |
| Customer No. 26389 Contact Name - Scott Y. Shigeta Firm Name - Christensen O'Connor Johnson Kindness PLLC Contact Phone No 206.695.1722 Firm Address - 1420 Fifth Avenue, Suite 2800 City, State, and Zip - Seattle, WA 98101-2347 | | | | | | |

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

| Full Name of Inventor: Nicholas Simons | Citizenship: Canada |
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| Residence: Redmond, Washington | |
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| Inventor's Signature | Date |
| Full Name of Inventor: Matthew Charles Gauthier | Citizenship: Canada |
| Residence: Kirkland, Washington | |
| Post Office Address: 12808 N.E. 100th Street, Kirkland, WA 98033 | |
| Inventor's Signature | Date |
| Full Name of Inventor: Alberto Swett | Citizenship: Ecuador |
| Residence: Redmond, Washington | |
| Post Office Address: 10909 Avondale Road N.E., E-119, Redmond, WA 9805 | 52 |
| Inventor's Signature | Date |
| Full Name of Inventor: Mitali Mudhumita Pattnaik | Citizenship: India |
| Residence: London, NW1 6BA, United Kingdom | |
| Post Office Address: 31 Clarence Gate Gardens, Glentworth Street | |
| Inventor's Signature | Date |
| Full Name of Inventor: Christopher Todd Seitzinger | Citizenship: U.S.A. |
| Residence: Duvall, Washington | |
| Post Office Address: 16030 - 277th Place N.E., Duvall, WA 98019 | 8/29/03 |
| Page 2 of 3 MSFT207206102M DOC | |

| Inventor's Signature | Date |
|--|---------------------|
| Full Name of Inventor: Andrew Kwatinetz | Citizenship: U.S.A. |
| Residence: Seattle, Washington | |
| Post Office Address: 2110 East Hamlin Street, Seattle, WA 98112 | |
| Inventor's Signature | Date |
| Full Name of Inventor: Glenn L. Frankel | Citizenship: U.S.A. |
| Residence: Seattle, Washington | |
| Post Office Address: 3729 Bagley Avenue North, Seattle, WA 98103 | |
| Inventor's Signature | Date |

SYS:mgp

PATENT APPLICATION

| } | DECTARATION WAD LOMER OF WILLO | |
|--|---|---|
| ATTORNEY DOCKET NO.MSF. | T120206 | MS DOCKET NO.3003314.01 |
| As a below named inventor, I he | ereby declare that: | |
| My residence, post office address | ss, and citizenship are as stated below next to | my name; |
| plural names are listed below) entitled: SYSTEM AND METH | and sole inventor (if only one name is listed of the subject matter which is claimed and IOD FOR PROCESSING FEATURED CONT d herewith, unless the following box is checken | below) or an original, first and joint inventor (if for which a patent is sought on the invention TENT. |
| ☐ was filed on | as US Application Number | or PCT International Application |
| Number | and was amended on | (if applicable). |
| I hereby state that I have review amended by any amendment(s | ved and understand the contents of the above) referred to above. I acknowledge the duty | identified specification, including the claims, as to disclose all information which is material to |

Foreign Application(s) and/or Claim of Foreign Priority

patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below, and I have also identified below any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed:

| COUNTRY | APPLICATION NUMBER | DATE FILED | PRIORITY CLAIMED UNDER 35 U.S.C. 119 |
|---------|--------------------|------------|--------------------------------------|
| | | | YES: NO: |

POWER OF ATTORNEY:

As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) associated with Customer No. 26389 to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

| miner all connects the are a present and attacked to | | |
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| Philip P. Mann, Reg. No. 30,960 | George S. Farber, Reg. No. 41,497 | Kevan L. Morgan, Reg. No. 42,015 |
| John D. Denkenberger, Reg. No. 44,060 | Melanie J. Seelig, Reg. No. 44,328 | |

Send Correspondence to:

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City, State, and Zip - Seattle, WA 98101-2347

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

| Residence: Redmond, Washington | |
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| Post Office Address: 15006 N.E. 64th Street, Redmond, WA 98032 | |
| Inventor's Signature | Date |
| Full Name of Inventor: Matthew Charles Gauthier | Citizenship: Canada |
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| Inventor's Signature | Date |
| Full Name of Inventor: Alberto Swett | Citizenship: Ecuador |
| Residence: Redmond, Washington | |
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| Inventor's Signature | Date |
| Full Name of Inventor: Mitali Mudhumita Pattnaik | Citizenship: India |
| Residence: London, NW1 6BA, United Kingdom | |
| Post Office Address: 31 Clarence Gate Gardens, Glentworth Street | |
| Inventor's Signature | Date |
| Full Name of Inventor; Christopher Todd Seitzinger | Citizenship: U.S.A. |
| Residence: Duvall, Washington | |
| Post Office Address: 16030 - 277th Place N.E., Duvall, WA 98019 | |
| Inventor's Signature | Date |

Full Name f Inventor: Andrew Kwatinetz

Residence: Seattle, Washington

Post Office Address: 2110 East Hamlin Street, Seattle, WA 98112

Invent r's Signature

Full Name of Inventor: Glenn L. Frankel

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Citizenship: U.S.A.

Citizenship: U.S.A.

Page 3 of 3